& MACHINE VISION EUROPE

The industry's multi-platform resource for suppliers, integrators and OEMs using machine vision

Media information 2023



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Why Imaging and Machine Vision Europe?

Reaching an engaged audience has never been more important, and cutting through the market noise to build awareness of your brand has never been harder. With new products and opportunities entering the vision market all the time, **making your brand stand out** and influencing change is a real challenge.

Imaging and Machine Vision Europe is a hub of analysis, feature content, lively debate, technical updates and industry news, making it an **essential platform to support your marketing campaigns**. Our profile in the industry – paired with our detailed understanding of your ongoing challenges and our expert knowledge – provides a strong foundation for success.

Vision industry professionals rely on our content to **share insights**, **identify solutions** and **pursue partnerships** to drive their business forward. **& MACHINE VISION** EUROPE

Do you want to reach **integrators**, **OEMs, academics** and **end users**? Our experienced team will recommend the best campaign approach that focuses on influencing your target audience at every single stage of the marketing funnel.



Understanding the year ahead

Demand for automation remains as strong as ever as we emerge from the COVID-19 pandemic. **Growth in our sector has been slowed by the chip shortage**, but order books are full.

Two of the biggest areas that are driving this growth are the **push to automate warehouses** and **semiconductor manufacturing**, although the latter tends to be cyclical in terms of investment. For example, Cognex's revenue from the logistics sector grew 65 per cent year-onyear in 2021 – a huge jump that's being mirrored in quarterly statements from other vision suppliers.

The vision technologies going into warehouses range from track-andtrace scanners to vision-guided robot arms that unload totes and pallets. The more complex vision tasks in warehouses involve bin picking, and there's lots of development work going into **engineering 3D vision** and robot stations able to unload a random assortment of objects from a crate. It's currently unclear whether there will ever be a completely 'lights out' warehouse, but efforts to automate the types of processes found in warehouses are drawing on the latest vision technologies, augmented in some cases by stunning AI.

There's plenty of change happening in the more traditional machine vision markets. Factories are becoming more connected and far more reliant on data and cloud services to make processes efficient, while automotive factories are switching to building electric vehicles, requiring a huge investment in new manufacturing lines. All of this opens up opportunities for machine vision, which, firstly, generates a lot of data that can feed into smart factory processes, and, secondly, will have a critical role to play in factories making batteries and other components for electric vehicles.

Outside of factory automation, vision technology is finding uses in areas as diverse as farming, retail, and sports and entertainment. The growth outside of machine vision's traditional manufacturing base is down to many factors: the proliferation of inexpensive and powerful computing hardware is one; AI could arguably be another. These types of market – as well as factory automation to some extent – are also being served by firms outside of the traditional machine vision space, but there are opportunities here for machine vision players to sell into, especially as they have the expertise in imaging. Some machine vision companies are addressing what's known as embedded vision, with very specific hardware and software offerings, to try and tap into these non-traditional markets. In some



'There's plenty of change happening in the more traditional machine vision markets. Factories are becoming more connected and more reliant on data and cloud services'

respects, the gap between traditional machine vision and those firms selling consumer devices incorporating vision is closing, which makes the field dynamic and full of potential, but also home to some strong competition.

In terms of new technology, advances in **shortwave infrared sensors** look like one of the most promising for expanding imaging capabilities – imaging in the SWIR wavelength range opens up many new types of application. The breakthrough is thanks to SWIR image sensors based on nanomaterials

such as guantum dots rather than the standard InGaAs material. InGaAs has reached its limits in terms of fabrication improvements, although Sony has seen success recently with InGaAs detectors. Where quantum dot sensors show promise is that nanomaterials can be deposited onto CMOS read-out circuits. making them compatible with CMOS fabrication. This has the potential for high-volume production for the consumer and automotive markets and, therefore, to lower the cost of manufacturing SWIR sensors significantly. Inevitably, this will eventually open up SWIR imaging for use in various applications within factory automation and surveillance already two of the first adopters of new nanomaterial SWIR cameras.

Running through seemingly every facet of **machine vision is AI**. There is no doubt that neural networks will push vision technology to new heights but, at the moment, there are some definite areas – such as inspecting organic materials – where it is being applied successfully. These tend to be tasks where rule-based algorithms have struggled in the past. It might not infiltrate every area of machine vision, but the developments being made in AI will continue to be big news.

There is other technology coming through such as **event-based vision** – a new paradigm in imaging where only changes in the scene are recorded, rather than recording everything frame by frame. And machine vision will continue to benefit from advances being made in far larger markets, such as the consumer and automotive sectors. Our sector is evolving fast, with a lot of new technology coming through, and interest from companies outside of the traditional vision industry. All this makes for an exciting year ahead.

A global audience

Are you ready for GA4?

Our client success reports will be driven by the new instance of Google Analytics soon. Speak to us about the implications for your business.

Imaging & Machine Vision Europe delivers quality content to a diverse audience across print, digital and social media. As a **central hub of knowledge and information**, subscribers rely on our content to make critical decisions about who is important to reach and where investment to support new technology and innovation should be focused.

11,500 monthly

34% increase in

web traffic in 2021

page views

Sectors we serve:

- Original Equipment Manufacturers
- Start-up businesses
- Machine vision suppliers
- Integrators
- Academia

A truly engaged

subscriber base

boasting an average

session duration of

9 mins and average

number of sessions per

user of **3.17**



6,700+ email subscribers 22% Average email open-rate



Job titles represented include:

- Senior Researcher
- Vision Engineer
- Director of Research & Development
- Product Engineering Specialist
- Engineering Director
- Vision Project Engineer
- Chief Technology Officer
- Project Manager



3,100+ social media followers in 4% LinkedIn engagement rate



Editorial calendar 2023/24



Issue	Features	Tech Focus
Dec/Jan	Life sciencesShortwave infrared imagingAstronomy	• Optics
Feb/March	Food and agricultureEvent-based imagingAid to manual inspection	Image sensors
April/May	LogisticsSemiconductor inspectionWeb inspection	• Embedded
June/July	Embedded visionRoboticsIndustry 4.0	Colour imaging
IMVE Yearbook	 Market analysis Predictions for the year ahead Updates on latests standards and industry initiatives 	
Aug/Sept	RecyclingAutomotivePharmaceuticals	Illumination
Oct/Nov	 3D vision Packaging Image processing	• GigE Vision

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Event distribution

Recognised as a trusted publication in the sector, *Imaging & Machine Vision Europe* is distributed at events spanning key industry sectors including Traffic, Security, Defence, Medical, Pharma, Automotive and Electronics.

We work closely with leading partners, helping to facilitate an essential platform for innovation and collaboration. By aligning your event marketing activity with our extensive distribution programme, you can take advantage of a unique opportunity to reach a captive, global audience of professionals.

Some of the global partners and events we work with include:

- Automate
- AutoSens Brussels
- AutoSens Detroit
- A3 Business Forum
- CIOE
- Control
- Embedded World
- EMVA Business Conference
- European Machine Vision Forum
- Image Sensors Europe
- Intertraffic Amsterdam
- Laser World of Photonics
- MACH
- Measurement World
- MediSens
- Motek
- PPMA Total Show
- SPIE Defense
 & Commercial Sensing
- SPIE Medical Imaging
- SPIE Photonex
- SPIE Photonics West
- The Vision Show
- UKIVA Machine Vision Conference
- VISION
- W3+
- W3 Rhine Valley

Product overview

Influence every stage of the marketing funnel through our five defined campaign pillars

In the search for innovative solutions and actionable insights, machine vision professionals turn to *Imaging and Machine Vision Europe* to help drive brand engagement, reach a wider audience and **grow their business.**

Imaging and Machine Vision Europe presents the ideal platform to **reach new customers** with a breadth of opportunities across multiple platforms to help you achieve your business goals.

Positioned as the leading information source for the industry, we can help you communicate your key marketing messaging to a **qualified audience** of professionals and grow your network.

Work with our experienced account managers to launch a multi-platform campaign, focused on **achieving your marketing goals**.

> Making your content work harder

Harness the power of multi-platform campaigns and reach a wider audience with the content you have worked hard to create.

> Generate quality leads

Widen the net and collect leads from those that influence the buying process and are actively looking for new solutions and insights from trusted brands.

> Boost brand awareness

Place your brand amongst trusted independent content distributed globally to professionals in your sector, both in print and online.

> Present innovative solutions

Promote new solutions or emerging technologies through targeted online advertising and email campaigns reaching key decision makers.

> Lead the discussion

Position your organisation's experts on critical topics through collaboration with our content and showcase your brand as an industry thought-leader.

The magazine

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Key benefits

Distributed in print and digital formats, the magazine offers you the opportunity to **present your own message** alongside highlyrespected, editorially-relevant content.

Our magazine helps you **build your campaign** by creating visibility among our loyal subscribers and a growing network of industry-event attendees.

Production details

Advertising deadlines are as follows:

2023 issue	Ad deadline
February/March	27/01/2023
April/May	10/03/2023
June/July	05/05/2023
August/September	07/07/2023
IMVE Yearbook	08/09/2023
October/November	29/09/2023
December/January	24/11/2023

See pages 22 & 23 for mechanical specifications

Price

	xl	x4
Full-page	£4,125	£3,300
Half-page	£2,585	£2,197
Third-page	£2,189	£1,859
Quarter-page	£1,458	£1,239
Premium positions -	-20%	

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Juisen	54,940
Digital edition sponsorship	£2,200

SAVE when you book an advert in multiple issues

Each issue of our magazine

C1 015

The website

Key benefits

We offer an **extensive range of digital advertising** formats and imveurope.com is fully mobile-optimised.

Elevate your **brand visibility** alongside relevant and trusted machine vision content.

All digital options, sizes and price for each as shown in this example

Dropdown banner: £2,530 per month (opens for four seconds as a large advert, then drops back to a smaller version)

- Leaderboard: £2,195 per month Desktop size 728 x 90 Mobile 300 x 100
- **3** Top banner: £1,925 per month Desktop size 468 x 60 Mobile 300 x 100
- Skyscraper: £1,650 per month Desktop size 120 x 600 Mobile 300 x 100
- Box ad: £1,430 per month Desktop size 300 x 250 Mobile 300 x 100
- **Right button banner: £545 per month Desktop size** 120 x 120 **Mobile** 120 x 120

All measurements in pixels



2

LATEST ISSUE

Newsline

Key benefits

Read by **buyers and influencers** in the industry, you can deliver your brand straight to the inbox of our opt-in subscriber database.

At 22%, our established open-rate is well above average and we have five banners available on each Newsline, offering you **optimum exposure** in front of our engaged audience.

Production details

- 468 x 60 banner
- 300 x 100 mobile banner
- URL link

Price

£1,425

Sent via email to our opt-in subscriber database of more than 6,700*

*limited to five banners per Newsline



Productline

Just two exclusive Productline boost placements are available each month

Production details

Productline is designed to **support your launches**, regularly drip-feed product news to a defined audience or strategically supplement a wider, multi-channel campaign.

Key benefits

imveurope.com is a trusted resource for decision-makers in the machine vision sector and a cost-effective solution to boost visibility and make your product stand out. Headline,190 x190 image

• 40 words and URL

Price

For prices, see below. Sent via email to our opt-in subscriber database of more than 6,700

	Productline £550	Featured Productline £935	Productline Boost £1435	New
oductline mail listing				2023
eatured Productline mail listing				
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Analysis & Opinion sponsorship

Key benefits

Analysis and Opinion (A&O) columns are written by **leading experts** from the world of vision.

Associating your brand with this type of high-end, opinion-forming content creates a platform for **broader influence** beyond your specific product campaigns. This represents a perfect showcase for your brand values. **Production details**

Logo

Price

£1,095 per issue

You will receive a logo placement across multiple platforms, as A&O is delivered in-print, hosted online and via a standalone email

Shout about your core brand values

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The business case for

Webcasts



Key benefits

A chance to position your brand as an expert in a key topic through powerful, engaging content that generates **high-quality leads**.

Choose from editorially led webcasts or **drive the debate** with a topic of your own choice that's supported by our in-house creative team.

Price & options

Sole sponsorship £8,800

- Branding on all marketing promotions
- Imaging and Machine Vision Europe as host, moderator and coach
- Pre- and post-event email promotions
- House advert in the magazine
- Social media coverage
- MP4 of the webcast for you to keep
- A supplied list of all of the questions asked during the session
- All leads, including opt-in delegate marketing leads

Editorial webcast sponsorship £1,645

- Branding on all marketing
 promotions
- All opt-in delegate marketing leads

> Generate quality leads > Boost brand awareness

Tech Focus

Key benefits

Tech Focus spotlights a particular area of technology and delivers **a definitive overview**, plus insight into products that are currently available across the market.

You can **place your unique solution** alongside relevant content promoted across our digital products and the magazine.

2023 issue	Topics
Dec/Jan	• Optics
Feb/March	Image Sensors
April/May	• Embedded
June/July	Colour imaging
Aug/Sept	 Illumination
Oct/Nov	• GigE Vision

Price & options

Lead sponsorship £3,245

- Exclusive branding on magazine and online Tech Focus
- Sole branding on Tech Focus email, including 468 x 60 banner
- Top-spot `enhanced product'
- Three x key positions linking to your content in the Tech Focus email

Enhanced product entry £1,100

- 150 words, plus a high-res image, highlighted in the magazine
- Product summary in Tech Focus email
- Full product listing online



White Papers

Key benefits

A White Paper promotion with *Imaging and Machine* Vision Europe allows you to harness the value of your expertise by presenting the critical principals of your technology to an engaged. knowledgeable audience.

Promoted across multiple platforms in both print and online; your curated content will be **seen by** key decision makers.

Production details

PDF-ready version of your White Paper

Price

£1,375

- Hosted online for an entire year
- Promoted via our email and social media campaigns
- Highlighted in a magazine house advert
- Option to gate content and collect quality leads



TELEDYNE

Feledyne Vision Solution

The Importance of Data Quality When Training AI

nore and more into our daily lives, companies of all kinds have also started exploring what Al has to offer. In imaging angles. In the case of using a traffic camera pplications, Al has become widespread in assisting with the nalysis of complex images. The challenge in deploying a rustworthy Al-based system is not necessarily just with the ves. The quality of the tra trained specifically in the same envi ovided to the Al can also have a major impact see Figure 2) can produce an Al that can

of the clock rate Once enough images are gathered to show a significa onnect it to the ining can start. This an AI that can recognize variations in images by itself. an algorithm for The quality of the data used to feed the system is crucia This bottleneck even several be quite different than a camera attached to a UAV ads or processes These variations can cause issues if the system is no thus achieve an ment as the fina aster than they application. Therefore, baying images that reflect the ins responsive

to several CPU

The Prerequisite for a Trustworthy Al olution, even though clarity in WHITE PAPER in Al image sets is strongly prop nple, in a traffic ap understand various vehicles. To do th re captured as they pass by the ained for the types of vehicles that wil al-world scenario. This is done by



TRITON EDGE: THE PROMISE OF INDUSTRIAL EMBEDDED VISION SYSTEMS

'his white paper will discuss how LUCID's Triton Edge camera helps vision application designers reduce their time-to-market while integrating their own IP into a compact visio system. By offering an innovative industrial IP63 camera powered by Xilinx'* Zyng* UltraScale+ MPSoC (Multi-Processor System-on-Chip), LUCID effectively removes many of the steps needed to design and manufacture a compact embedde vision system. Validated to withstand the hardships of industrial use, the Triton Edge allow application designers more time to focus on creating their own innovative vision pro

LUCID

Feature **Case Study**

We grant full copyright, so you can share your Feature Case Study as part of your marketing campaigns

SPONSORED-ALIN VISUAL INSPECTION

Under control

Keely Portway finds out how combining Al with visual inspection in manufacturing can help to reduce errors and increase

SPONSORED: AI-ASSISTED IMA

Gemma Church looks at how finding

the right Al-assisted

software can benefit specific vision tasks



Key benefits

A Feature Case Study represents a unique opportunity to **present** your proven solution in the context of an editorially-relevant, independent article.

Promoted both in the magazine and online, we will work with you to create **a high-quality** piece of content of your solution in action.

Production details

- 750 words
- Featured image

Price

£3,245

Exclusivity, with only one Feature Case Study available per article*

* Check the calendar on page 7 to pick the most relevant theme



> Making your content work harder > Lead the discussion

Viewpoint

Key benefits

Take this opportunity to share experience and knowledge to present an opinion on industry-wide matters that others will be interested to hear.

Raise the personal profile of a key voice in your business and show how that expertise within your company places you ahead of your competitors.

Production details

- 750 words
- Featured image

Price

£1,375*

(*additional writing and content charges may apply)

- Hosted online at imveurope.com
- Promoted by email to our opt-in subscribers
- Promoted through house adverts in the magazine



CXV Global Smartfactory Vial Counter

Need for speed

this article is brought to you by: PLEORA TECHNOLOGIES

Keely Portway finds out how combining AI with visual inspection In manufacturing can help to reduce errors and increase efficiency

Artificial intelligence (AI) is increasingly being used in manufacturing and production as a way to help automate a number of processes, ensuring maximum efficiency, minimum errors and a reduction of costs.

One application is in quality control, particularly in industries where the consequences of errors could be particularly high – examples include defence, aero, food production, medicine and automotive.

A recent example of such an investment came in the form of a new Nissan production line at its Tochigi Plant in Japan, which



tock.com

lication designens can use complexity and time-to-market

nd powerful: x Design Assistant X a free trial today

Ing have been transforming how anks to lower associated sts than more traditional fore use cases, with applications automotive, augmented reality electronics defence security

d computing has been around imeras' emerged from research

White Paper + Featured Technology

Key benefits

If you have a genuinely disruptive technology, **we will create an article** that uses the information detailed in your White Paper as the catalyst.

We showcase your technology and demonstrate its critical impact in a wider context and stimulate debate through this unique editorial approach.

Production details

 1,200-word feature (written by us)

Price

£3,245

- Appears as two pages in the magazine
- Comprising a 1,200-word feature (written by us), plus a half-page house advert
- Also appears online as a Viewpoint, directing the audience towards your White Paper
- Hosted on imveurope.com

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Answering AI's imaging issues

Promoted via an email campaign

- Highlighted via a house advert in the magazine
- Option to gate the White Paper online and collect lead data

> Generate quality leads

Marketing services

Are you struggling to create high-quality content?

We understand that while many of the products detailed within our media pack complement your broad marketing objectives and serve to position your brand as a genuine industry leader, it can be a challenge to create the content to take full advantage of the opportunity. With

Enquire for prices

EUROPA SCIENCE

this in mind, we have designed a comprehensive menu of dynamic content creation options that allow you to work with our client success team and editorial experts to produce results that will maximise the effectiveness of our print and digital platforms.

Need wider support?

Europa Science has a sister company: Europa Market Intelligence (EMIL). EMIL can support your wider marketing objectives; assisting your market exploration, data building and content creation efforts.

Price on application jon.hunt@europascience.com



Client success team

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Print specifications

22



Digital specifications



TOP

Desktop 468px wide x 60px high

Mobile 300px wide x 100px high

Plus URL click-through link

0

DROPDOWN

Desktop – expanded 960px wide x 400px high

Desktop – contracted 960px wide x 60 px high

Mobile 300px wide x 100px high

Plus URL click-through link



BOX

Desktop 300px wide x 250px high Mobile

300px wide x 100px high

Plus URL click-through link



MEDIA & BUTTON

Desktop 120px wide x 120px high Mobile 120px wide x 120px high

Plus URL click-through link



• Mobile banners are on rotation

 Please supply both desktop and mobile versions

File type .jpeg .png .gif Googe DFP tag html 5 Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 9 of these specifications. Please make a note of these when planning your submissions.

Send copy to: production@europascience.com



The industry's multi-platform resource for suppliers, integrators and OEMs using machine vision



Imaging and Machine Vision Europe is a publication of Europa Science Ltd

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